

ABSTRACT OF THE DISCLOSURE

A method and apparatus that provides a digital audiovisual playback system that requires only the use of a standard telecommunication device to display remotely high quality music video on-demand. The user interacts with the system via a graphic user interface (GUI) using the keypad of the telecommunication device and a communication connection
5 through a public telephone network. The system operates in two mode of operation a "Commerical Mode" and a "Jukebox Mode". The Commerical Mode is a continuous mode of operation and display product advertisements on a digital display device. The JukeBox Mode is initialized by the end-user calling a phone number displayed in GUI. Once a connection is established with a central database, the end-user is prompted to make music
10 selections by using the keypad of the phone used to make the initial call. The charge for the use of the system is automatically changed to the owner of the telecommunication device.